

WHAT IS CLAIMED IS:

1. A lamp assembly mountable on a billboard, the lamp assembly including a plurality of units each comprising:

an elongated seat having a section of U, the seat including a lengthwise slot and two lengthwise grooves at both side walls wherein the seat is threadedly secured to the billboard; and

a substantially parallelepiped positioning member including two lengthwise side flanges snugly fitted in the grooves for coupling the positioning member and the seat together, two blades at a forward side, two slits at a rear side, and

- 10 a lamp threaded coupled thereon,

wherein the blades and the slits of one unit are electrically coupled together, the lamp is electrically coupled to both the blades and the slits, the blades of one unit are adapted to insert into the slits of a second adjacent unit, and the slits of one unit are adapted to receive the blades of a third adjacent unit.

- 15 2. The lamp assembly of claim 1, wherein two units are formed as a unit member having a shape of L.
3. The lamp assembly of claim 1, wherein two units are formed as a bent unit member with one unit being disposed about 45 degrees with respect to the other unit.